

The Awaited Midsummer Sale at Rosenthal's

--BEGINS FRIDAY, JULY 7, 1916--

A Clearance Sale in the truest sense of the word and its application with reduction that are real in merchandise that is seasonable and desirable of a quality that gives prestige to the name of Rosenthal's, an importance to the event. It is the time and the occasion for the complete and absolute disposition of odds and ends, small lots, broken sizes, the "too manys" and the "two fews" of a kind of goods that cannot remain beyond the season on our shelves and counter. It is a sale that brings unlimited economics to Columbia shoppers who recognize and appreciate worth while bargains in just the goods most needed now. We have items all over the store of which only a partial list is given in this announcement. We advertise and urge you to come early.

Wash Goods

1 lot Poplins, Ratines and odds and ends in Dress Goods, 35c and 50c goods..... **19c**

Lawns, Voiles, Crepes, all seasonable merchandise, at..... **10c**

36 inch Sport Skirt Goods, 35c goods..... **22c**

35c solid color linen Crashes, at..... **25c**

July Economics in House Furnishings

Towels, at..... **10c**

Bath Towels, at..... **22c**

Bath Towels, at..... **10c**

Pillow Cases, at..... **9c**

A good Sheet, at..... **45c**

Extra Sheet, at..... **65c**

White Quilts, at..... **89c**

Rugs all sizes at prices before the advance.

Foot Stools, at..... **49c**

72 inch Linoleum, at..... **80c**

Boys' Clothing

Boys' \$10.00 Suits, at..... **\$6.95**

Boys' \$7.50 Suits, at..... **\$4.98**

Boys' \$6.00 Suits, at..... **\$3.95**

Boys' \$4.50 Suits, at..... **\$3.24**

Boys' \$3.00 Suits, at..... **\$2.48**

Everything to go in this sale, Men's Low Shoes at prices that we cannot replace them for.

Ladies' and Children's Slippers

Latest styles, all new goods, white, black and fancies at Eastern cost.

JULY

EXTRA SPECIALS

One lot of Summer Silks, 25c, 35c and 50c values, at..... **15c**

One lot of 50c, 75c and \$1.00 Silks, at..... **35c**

One lot \$1.50 and \$3.00 Embroidered Voiles, Batiste, Flouncings, and Allover Nets, at..... **50c**

36 inch colored Sport Striped Pongee, \$1.00 values..... **59c**

100 yard wide Wool Carpet Remnants, at..... **32c**

Large Flowered Beaty Voile, 50c value, at..... **25c**

Only 6 pieces in this lot.

A Few Sport Coats To Go In This Sale At Less Than Cost

CLEARANCE

MEN'S CLOTHING

Men's \$20.00 Suits..... **\$14.95**

Men's \$18.50 Suits..... **\$13.95**

Men's \$17.50 Suits..... **\$12.95**

Men's \$15.00 Suits..... **\$9.95**

Men's Pants Will Be Marked Down to Unusual Prices

SALE

—AT—

ROSENTHAL'S

Ladies' White Skirts

\$1.50 values, now..... **98c**

\$1.50 and \$1.25 Ladies' Waists, at..... **98c**

Middy Blouses, all new..... **45c & 90c**

Ladies' House Dresses, \$1.50 and \$1.25, at..... **98c**

Children's Wash Dresses..... **25c 42c & 85c**

One small lot Misses' and Junior Wash Dresses, \$1.00 and \$1.50 values, at..... **59c**

Women's Boot Silk Hose

All colors, lisle top, at..... **25c**

Fancy Silk Hose, at..... **42c**

Lisle Hose, at..... **22c**

36 inch black Messaline, worth \$1.50, at..... **\$1.00**

All colors included in this lot

One big lot Hamburgs, at..... **10c**

One big lot Hamburgs, at..... **5c**

All Stamped Goods Marked at Cost

We would advise looking over this lot:

Ladies' Parasols

\$1.00 value, at..... **75c**

\$2.00 value, at..... **\$1.25**

Gents' Furnishings

Men's \$1.00 Shirts, at..... **82c**

Men's \$1.25 Shirts, at..... **82c**

Men's 50c Shirts, at..... **42c**

Men's 50c Work Shirts, at..... **39c**

Men's \$1.00 Union Suits, at..... **79c**

Men's 50c Union Suits, at..... **42c**

Men's Ties, 50c values..... **42c**

Men's 50c Underwear, at..... **42c**

Keep Kool Suits, Large Assortment

Ladies' Underwear

Muslin Gowns, at..... **45c**

Muslin Petticoats, at..... **45c**

Muslin Pants, at..... **22c**

Ladies' Knit Vests, at..... **10c**

Ladies' Knit Union Suits, at..... **22c & 45c**